

IN THE CLAIMS

Please amend claim 27 in the above patent application as follows:

27. (twice amended) In an environment having a redirection facility for redirecting a selected request from a requestor for a given resource to a service provider, a method of advertising, comprising:

receiving the selected request at the redirection facility, said request being a user request to access information regarding a semantic value associated with a hyperlink, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile having information used to resolve each request;

examining a criterion at the redirection facility;  
determining whether to present an advertisement to the requestor based on the examined criterion.